

## COMMUNICATION MANAGEMENT OF *GAMPONG* APPARATUS IN COMMUNITY SERVICE

Firdaus Fadhli

Universitas Islam Negeri Ar-Raniry, Indonesia

firdausfadhli1994@gmail.com

**Abstract:** *Apparatus Gampong is a social group that functions to help meet the needs of rural communities, given the obligations and rights that have been determined by the Indonesian state. In realizing the welfare of the community, the gampong is a subsystem of government administration. There are various needs of the community that must be met by the gampong, to avoid this interaction conflict, the gampong requires a communication system to maintain a harmonious and structured interaction. Therefore, this study aims to determine the communication management needed by the gampong apparatus in community service and the application of communication management of the gampong apparatus in community service in Samatiga District, West Aceh Regency. The research approach uses qualitative descriptive analytical methods to examine social phenomena on research subjects, namely Keuchik and the Gampong, Tuha Peut, the people in Kuala Bubon Village, Paya Lumpat Village, and Pange Village, as well as the Samatiga Subdistrict Head in Samatiga District. Sources of data obtained through observation, and interviews. The results of the study indicate that communication management facilitates the gampong apparatus in implementing community service activities with a systematic and structured communication flow. The implementation of communication management is carried out by the gampong apparatus with the stages of planning for service activities needed by the community, then determining the implementation of activities, distributing policies for community service activities, and controlling community service activities so that communication flow is maintained in accordance with the service program design that has been formed.*

**Keywords:** *Communication Management, Apparatus Gampong, Service, Community*

## A. Introduction

Village community is a social group that lives in the village, led by *Keuchik* forming a structural group. Individuals who make up the community need communication, both communicating with individuals and with society. The village is a legal community unit that has territorial boundaries that are authorized under the village government. Thus, it shows that humans need interaction in social life in order to live comfortably in social groups or communities. In connection with this understanding, that in social life between the community and the village there is reciprocal communication, the position of the community in the Pancasila philosophy is the one who receives prosperity and welfare.

The realization of the prosperity of the people can be realized by fulfilling the needs of the citizens obtained from the village government. Thus, the village government as the executor of the realization of people's welfare must have the ability to understand the people. In realizing the welfare of the community, the *gampong* is a subsystem of government administration. apparatus *gampong* must understand the development of society, the need for increasingly complex services such as administrative and bureaucratic services, as well as services that are demanded to be better, faster, and more directed by the community. Apparatus resources *village* must be developed. Having good interactions will be successful in providing community services. The importance of communication is also explained by Everett M. In Azman that communication is a process where two or more people form or exchange information between each other, which in turn occurs in a deep understanding.<sup>1</sup>

However, communication does not only have a positive effect, but communication can also cause negative effects in the form of conflicts or disputes that occur between human beings. The birth of conflict in communication can be influenced by factors such as the lack of motivation, emotions or feelings that accompany most human interactions, and the value of the message received. Quoted from Riinawati, that differences in interests result in a conflict due to emotions that sometimes cannot be controlled by managers.<sup>2</sup> In this position, communication management plays a role as a manifestation of the basic needs of the village in interacting with service activities to the community. However, the reality on the ground is that service is something that is still difficult to achieve.

According to AS Moenir, the main source of good and continuous service is the feeling of love and affection, the belief in helping each other, and the belief that doing good is one of the righteous deeds. Without being based on these factors, there will be no awareness of the interests of others, and as a result the services rendered will be unsatisfactory and will also be very shaky in the face of various temptations.<sup>3</sup> Zulkifli explained that in 2020 and 2021 the village government had

---

<sup>1</sup>Azman Sulaiman, *Komunikasi Pemerintah Gampong Dalam Pencegahan Peredaran dan Penggunaan Narkoba*: vol.1, no.2 2018, hal 53.

<sup>2</sup>Rinawati, *Pengantar Teori Manajemen Komunikasi dan Organisasi* (Yogyakarta: PT. Pustaka Baru, 2019), hlm. 95.

<sup>3</sup>A.S. Moenir, *Manajemen Pelayanan Umum di Indonesia*, Ed1, Cet. 11 (Jakarta:PT. Bumi Aksara, 2015). hlm.15.

set the APBG and disbursed village funds in January, but in 2022 there was a delay in disbursement because it had not set APBG . This clarified by Salman Alfarisi that there village whose tenure ended in 2022.<sup>4</sup>

The conditions mentioned above should not occur continuously in community services by the village. For this reason, communication management is needed in carrying out tasks and achieving common goals as expected. Thus, communication management becomes a demand for service activities to bridge the gap between good communication procedures and communication practices.

## **B. Literature Review**

### **2.1. Communication Management**

Management is a combination of two different basic concepts, the basic concept of management is more about managing the process, while the concept of communication is the transmission of information processes and interaction processes.<sup>5</sup> The two concepts show differences from the two different studies, but the two concepts - can be integrated into a special study in communication studies.<sup>6</sup> Communication management is management that can form a good and optimal communication flow by creating coordination, not overlapping, as well as providing solutions if there are differences in opinions between members, thus communication management is management that is determined in communication activities.<sup>7</sup>

Communication management is a field of management that involves humans as resources, many tools and methods mostly depend on human factors and management is one of them.<sup>8</sup> Role follows the characteristics of members working in different geographic locations.<sup>9</sup> To create a good relationship, it is necessary to understand characteristics human apparatus *gampong* as the main driver of communication management seeks to interact with *stakeholders* and utilize communication channels such as *to-face* discussions and group discussions.<sup>10</sup>

---

<sup>4</sup><https://aceh.tribunnews.com/2022/03/11/sekda-aceh-minta-blt-dana-desa-disalurkan-sebelum-ramadhan>.

<sup>5</sup>Ade Irma, dkk. *Communication Management of Islamic Sharia Agency in Applying Women's Islamic Fashion in Banda Aceh* (BIRCI-Journal):vol 3. No. 1. 2020 hlm 577.

<sup>6</sup>Ade Irma, dkk. *Communication Management of Islamic Sharia Agency in Applying Women's Islamic Fashion in Banda Aceh* (BIRCI-Journal):vol 3. No. 1. 2020, hlm 577.

<sup>7</sup>Tommy Suprpto, *Pengantar teori & Manajemen Komunikasi* (Yogyakarta: Media Pressindo, 2009), hlm. 25.

<sup>8</sup>Karolina Muszynska, Susanne Marx. *Communication Management Practices in Internasional Project in Polish and German Higher Education Institutions* (Procedia Computer Science): vol 164 hlm. 330.

<sup>9</sup>Karolina Muszynska, Susanne Marx. *Communication Management Practices in Internasional Project in Polish and German Higher Education Institutions* (Procedia Computer Science): vol 164 hlm. 330.

<sup>10</sup>Kristine Kirakosyan, & Doina Danaiaata, *Communication Management in Electronic Banking. Better Communication for Better Relationship* (Procedia Computer Science): vol 124. hlm. 370.

Management allows the management of harmonious communication, creating effective communication. A systematic process of communicating is able to create a common goal. It is important to manage proper and structured communication in realizing the managed planning of organizational functions in the social system.<sup>11</sup>

Communication management is a combination of the concept of communication with management which is applied to the communication settings.<sup>12</sup> The concept of management shows structured and systematic activities, management as an art shows management activities that cannot be restructured, because of uncertain and continuous conditions.<sup>13</sup> Onong U Effendy in Fifi Hasmawati classifies communication in management into four parts, namely; First, vertical communication occurs in two directions from superiors to subordinates and vice versa. Second, horizontal communication occurs in both directions with the same level. Third, external communication takes place in two directions between the organization and external parties. Fourth, policy communication and information flow are formed by patterns of relationships or communication networks.<sup>14</sup>

In organizations, management functions will always use the interaction process so that it can be understood in organizing the activities that are formed.<sup>15</sup> In communication management there is a matrix of management relationships and elements of communication;<sup>16</sup>

Tabel 01.

Matrix of Management Relationships and Elements of Communication

Functions Management	Elements Communication				
	Communicators	Messages	Media	Audience	Effects
<i>Planing</i>	✓	✓	✓	✓	✓
<i>Organizing</i>	✓	✓	✓	✓	✓
<i>Aktuating</i>	✓	✓	✓	✓	✓
<i>Controlling</i>	✓	✓	✓	✓	✓

<sup>11</sup>George. Bucata, Maius. Rizescu. *The Role of Communication in Enhancing Work Effectiveness of an Organization*. (Land Forces Academy Review): vol 22 hlm. 49.

<sup>12</sup>Rinawati, *Pengantar Teori Manajemen Komunikasi dan Organisasi* (Yogyakarta: PT. Pustaka Baru, 2019), hlm. 33.

<sup>13</sup>Rinawati, *Pengantar Teori Manajemen Komunikasi dan Organisasi* (Yogyakarta: PT. Pustaka Baru, 2019), hlm. 38.

<sup>14</sup>Fifi Hasmawati, *Manajemen dalam Komunikasi*, (Al-Idarah), vol. 5, no. 6 hlm. 81.

<sup>15</sup>George. Bucata, Maius. Rizescu. *The Role of Communication in Enhancing Work Effectiveness of an Organization*. (Land Forces Academy Review): vol 22 hlm. 50.

<sup>16</sup>Rinawati, *Pengantar Teori Manajemen Komunikasi dan Organisasi* (Yogyakarta: PT. Pustaka Baru, 2019), hlm. 39.

## 2.2. Communication Management of Function

In government organizations, one of the challenges of communication lies in how to convey information throughout the organization and how to receive information. Need a system that manages the flow of information, the information flow process consists of three ways, namely simultaneously, sequentially, and in combination Both require good cooperation between the structural relations of the apparatus and in community service activities.<sup>17</sup> Communication management in an organization has two functions, as a tool to equalize the understanding of all members in the organization and as a tool to move other people in the members according to the information provided. The leader's role is to instruct team members to work by the rules, the end goal is to gain profits or achieve targets.

Communication management can also be realized to maintain the relationship between members.<sup>18</sup> Good communication can certainly avoid internal conflicts that can lead to suboptimal cooperation. Below are some other functions of communication management in the organization, including the following:

- a. Communication management as control in the level of authority and formal guidelines that must be obeyed by the apparatus.
- b. Communication management as a motivation to the apparatus what to do, and what to do to improve substandard performance.
- c. Communication management as a form of emotional disclosure by facilitating the release of emotional expression of feelings and fulfillment of social needs.
- d. Communication management as the delivery of information needed by the apparatus to make decisions through the delivery of data to identify and evaluate alternative options.<sup>19</sup>

## 2.3. Services

Services are activities that involve the process of using the mind, mind, five senses and limbs with or without assistive devices, which are carried out by someone to get something desired in the form of goods or services.<sup>20</sup> Services in the governance of the Republic of Indonesia are described in article 1 no. 25 of 2009 that, activities or series of activities in the context of fulfilling service needs in accordance with statutory regulations for every

---

<sup>17</sup>Veyna Rugian, dkk *Fungsi Komunikasi Organisasi Aparat Kelurahan Madidir Unet di Masa Pandemi Covid 19 dalam Meningkatkan Pelayanan Pada Masyarakat*. (Acta Diurna Komunikasi), vol 3, No 2, hlm. 2.

<sup>18</sup> Sulaiman, A., Nurdin, H., & Zulyadi, T. (2021). Komunikasi Peningkatan Akreditasi Program Studi. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 4(1), 61-76.

<sup>19</sup>Rinawati, *Pengantar Teori Manajemen Komunikasi dan Organisasi* (Yogyakarta: PT. Pustaka Baru, 2019), hlm. 64.

<sup>20</sup>A.S. Moenir, *Manajemen Pelayanan Umum di Indonesia*, Ed1, Cet. 11 (Jakarta:PT. Bumi Aksara, 2015). hlm. 16.

citizen and resident of goods, services, and/or administrative services provided by public service providers.<sup>21</sup> Munir called *service* is a process of change through the activities of people who are directly services.<sup>22</sup> Community service seeks to meet the needs of people or communities who have an interest in government organizations or agencies in accordance with established rules and procedures. Theoretically, the purpose of service is to satisfy the public. To obtain excellent service, it is necessary to have:

- a. Transparency. Services are open, easy and accessible to all parties who need services and are provided adequately and easily understood.
- b. Accountability. Accountable services in accordance with the provisions of the legislation.
- c. conditional. Services that are in accordance with the conditions and capabilities of the apparatus and recipients, namely the community, by adhering to the principles of efficiency and effectiveness.
- d. Participatory. Services that can encourage community participation in service delivery by taking into account the aspirations, needs, and expectations of the community.
- e. Equality of Rights. Services that do not discriminate have a balance of rights and obligations seen from any aspect, especially ethnicity, race, religion, class, social status, and others.

#### **2.4. Apparatus *Gampong***

Apparatus is a professional government employee with a work agreement who works for a government agency. The government has the function of making efforts to achieve state goals, while government is all activities that seek to achieve goals.<sup>23</sup> In other words, the apparatus is part of the government that runs the wheels of government, has the conditions determined to be appointed by the authorized official and is approved for a position given the rights and obligations based on the applicable laws and regulations..<sup>24</sup>

apparatus *gampong* that has a work agreement has a legal umbrella for the empowerment of institutions and customary law at the village/*gampong*. apparatus *village* by Azman was starting from *Keuchik* and his apparatus, *Tuha Peut* or the Village Consultative Body (BPD), and

---

<sup>21</sup><https://peraturan.bpk.go.id/Home/Details/38748/uu-no-25-tahun-2009>, diakses pada tanggal 16 Agustus 2022 Pukul 10.40 WIB.

<sup>22</sup>Ismail Nurdin, *Kualitas Pelayanan Publik-Perilaku Aparatur dan Komunikasi Birokrasi dalam Pelayanan Publik* (Surabaya: Media Sahabat Cendekia. 2019). hlm 17.

<sup>23</sup>Lontaan, H. D., Sondakh, M., & Pasoreh, Y. *Komunikasi Pemerintah Tentang Upaya Pencegahan Covid-19 Di Desa Tounelet Kecamatan Kakas.*(Acta Diurna Komunikasi), vol 3, no 2, hlm. 4.

<sup>24</sup>Muh. Kadarisman, *Manajemen Aparatur Sipil Negara*, (Depok: Rajawali Pers, 2018), hlm 54.

LKMD.<sup>25</sup> apparatus *gampong* duties *Keuchik*. The apparatus *gampong* is not only to carry out the duties of the *Keuchik*.<sup>26</sup> It also has a service function covering all aspects of life and livelihood in society, nation and state which are entrusted to certain apparatuses who are functionally responsible for certain areas of the two functions.<sup>27</sup>

In the village government system, the organizational structure consists of the *Keuchik* and *gampong apparatus*, the *gampong* in the Qanun of West Aceh Regency Number 7 of 2019 consists of the *Gampong*, technical implementers (Head of Affairs and Head of Sections), and regional implementers (Kadus/Head of Section). Village chief.<sup>28</sup> Supervisory agencies village government is regulated in Permendagri number 7 of 2008 concerning guidelines for procedures supervision of village government administrators.<sup>29</sup> In the Aceh qanun, institutions The supervision was formed as the *Tuha Peut*, together with *Keuchik* formulate policies and help resolve disputes that arise in the community with traditional holders.<sup>30</sup> When viewed from its duties and functions, the *Tuha Peut* consultation village government administrators village, so that the function of the *Tuha Peut* is similar to the function of the legislature.

Table 02.

Differences between *gampong* apparatus *gampong apparatus Gampong*

Village Apparatus		Village Device	
Implementation Of Village Government Administrators	<i>Tuha Peut</i>	Organizer Village Government Village	Secretary, Technical Implementer, Hamlet Head.
Government Administrators Village <sup>31</sup>	<i>Keuchik</i> , Secretary Village, Technical Implementer, Hamlet Head.		

<sup>25</sup>Azman Sulaiman, *Komunikasi Pemerintah Gampong Dalam Pencegahan Peredaran dan Penggunaan Narkoba: (Jurnal Peurawi)* vol.1, no.2 2018, hlm 65.

<sup>26</sup>Nur'aini Muslim, *Kinerja Aparat Desa dalam Penyelenggaraan Pemerintahan di Desa Pantai Labu Pekan: vol. 2, no. 2* 2014, hlm 100.

<sup>27</sup>Hardiansyah, *Komunikasi Pelayanan Publik Konsep dan Aplikasi*. Cet. 1, (Yogyakarta: Gava Media, 2015), hlm. 6.

<sup>28</sup><https://peraturan.bpk.go.id/Home/Details/173694/qanun-kab-aceh-barat-no-7-tahun-2019>, diakses pada tanggal 16 Agustus 2022 Pukul 11.23 WIB.

<sup>29</sup><https://peraturan.bpk.go.id/Home/Details/126339/permendagri-no-7-tahun-2008>, diakses pada tanggal 16 Agustus 2022 Pukul 11.30 WIB

<sup>30</sup><http://agf.or.id/wp-content/uploads/2017/08/Qanun-Lembaga-Adat.pdf>, diakses pada tanggal 16 Agustus 2022 Pukul 11.30 WIB

<sup>31</sup><https://peraturan.bpk.go.id/Home/Details/5617/pp-no-47-tahun-2015> diakses pada tanggal 16 Agustus 2022 Pukul 11.10 WIB.

Thus *Keuchik*, the village secretary, the head of the village office, and the head hamlet provide direct services to the community, while *Tuha Peut* does not have direct contact with community services.

## C. Research Methods

This research was aimed at *gampong* in Samatiga sub-district such as *Keuchik* and *gampong*, *Tuha Peut*, several communities, and Samatiga sub-district head. By using a qualitative approach, which can provide research results in the form of oral or text and the behavior of the people being observed. To minimize the distance between the researcher and the informant, the researcher used a descriptive analytical method. Data collection techniques were carried out through observation, documentation, and interviews. The determination of the research location was determined after making a mapping by referring to BPS data for West Aceh Regency in 2020 with reference to the travel distance from the capital city of Samatiga District, the villages are: Kuala Bubon Village is 0.7 Km away, Paya Lumpat Village is 4 Km away, and Pange Village is 9 Km away.

## D. Results and Discussion

### 4.1. Description of Area

Samatiga District is a sub-district located in West Aceh district, with the center of the Samatiga District government being in the village of Suak Timah. Samatiga sub-district has an area of 140.69 km<sup>2</sup> stretching from the north with Bubon District to the south with the Indian Ocean. Meanwhile, the western area of Samatiga District is bordered by Arongan Lambalek District and on the east side by Johan Pahlawan District. The percentage of Samatiga District area to West Aceh District is 4.81% with the number of villages reaching 32 villages and a population of 14,718 people. The names of the villages in Samatiga District along with the travel distance from the capital city of Samatiga District are as follows.

The division of distances based on calculations from the capital city of Samatiga sub-district as measured from the village of Suak Timah with a point of 0 Km can be grouped into three groups;

- a. Close distance, namely villages with a distance of less than 4 Km, consisting of villages namely, Kuala Bubon, Gampong Teungoh, Lhok Bubon, Gampong Cot, Cot Darat, Pucok Leung, Alue Raya, Cot Pluh, Suak Pandan, Suak Seuke, Cot Mesjid, Cot Seumeureung.
- b. Medium distance, namely villages with a distance of 4 km to less than 7 km, consisting of villages, Paya Lumpat, Suak Pante Breuh, Ujong Ngan, Rangkileh, Suak Geudebang, Pinem, Suak Seumaseh, Gampong Ladang, Reusak, Cot Seulamat, Cot Lampise, Cot Amun, and
- c. Long-distance, namely villages with a distance of more than 7 Km, there are villages, Deuah, Baro Mosque, Leukeun, Lubok, Keureseng, Kreung Tinggai, Pange.



#### 4.2. The Urgency of Communication Management in Community Services Communication

Management in community services is the process of fulfilling a community with a planned and systematic communication flow that can facilitate the communication process in the implementation of community service activities. In community service activities, it requires good and continuous communication, the process of creating good communication requires an instrument to form a good interaction flow, interactions can occur directly, both formally and informally, because community service activities are very complex. Organized communication facilitates service activities due to the diverse needs of the community and the potential for conflict if there are different goals. To avoid conflict and realize social life, the *gampong* needs communication management to design and implement community needs.<sup>32</sup>

Communication management is able to unite the various aspirations of the community which is managed by the *gampong* at village meetings or meetings with community leaders in formulating and setting targets for community service activities. Communication management can also create a systematic flow of communication starting from involving ideas, aspirations, and proposals into an activity. Community service activities are a manifestation of the aspirations of the community formed by the *gampong* together by considering the needs of the community against the capabilities possessed by the village government.<sup>33</sup> This process can maintain regular communication and create effective, harmonious communication, and facilitate the flow of communication that will be carried out in community service activities.

In the last two years, several village programs have been prepared by the central government such as BLT and *Covid*-at the village level. Several programs that have been determined by the village government from year to year have been postponed development programs, PKK, and even the construction of village-owned public facilities, plus social restrictions, namely *social distancing* with a social interaction distance of more than one meter, not touching hands. and delays in large gatherings have left village governments with minimal choice in designing community service programs. The researcher concludes from the results of research on community service programs that the implementation of community services has so far been carried out with limited budgets and restrictions on social interaction distance. However, entering 2022, several villages have relaxed the limitations of interaction distance by carrying out youth development, taklim majlis,

---

<sup>32</sup>Results of the researcher's interview with Liska Yani, Head of Planning for Gampong Kuala Bubon, May 25, 2022 dated 25 Mei 2022

<sup>33</sup>Results of the researcher's interview with Junaidi *Tuha Peut* of Gampong Kuala Bubon, dated June 8, 2022

village-level MTQ, Maulid Nabi Muhammad ﷺ and so on. This is due to a decrease in the number of cases of the *Covid*-and the number of residents receiving vaccinations from the health office through services from the village government.<sup>34</sup>

Handling the *Covid-19* that carried out at the village level is a form of structured and systematic social interaction in community services carried out by the central government through the village government at the village level. This is because rural communities need direct health care to fight the *Covid-19*. Setting up PPKM Micro *Covid-19* is one form design of community service program *Covid-19* pandemic and assigning officers and distribution of pickets for the *Covid-19* Handling Post is one of the implementations of village government communication management.<sup>35</sup>

The context of communication management can change informal communication into formal communication by setting the rules for implementing community services, the communication formed can be professional and prioritize the interests of village government organizations.<sup>36</sup> Communication management provides an understanding of perspectives, paradigms and concepts of communication as well as managerial aspects in managing communication resources owned in the form of realizing communication effectiveness. In essence, communication affects the communicant with the presence of management in the communication process to provide solutions and a good communication process can be developed. Community services that are formed require careful communication planning, communication that has been formed systematically can be used to facilitate government administration and convey to various groups so that village government goals can be achieved with the implementation of community services.<sup>37</sup>

The purpose of communication management is to realize the needs needed by the community, communication management is able to manifest aspirations into a tangible form by involving laws and regulations on the needs of the community as a service communicant. Easy and fast community service is one of the results of *setup* communication.

The results of observations on activities apparatus *gampong* as well as the local community use communication management as a tool to interact with people who need systematic and professional assistance between the *gampong* and the community in need. For example, observing Khairul Akmal who became a service communicator with Ayu Fiska and Mukhlis as a

---

<sup>34</sup>Observations From 2021 to 2022.

<sup>35</sup>Observations From 2021 to 2022.

<sup>36</sup>Results of the researche's interview with Zahara Zaituni Tuha Peut of *Gampong* Pange, dated June 8, 2022

<sup>37</sup>Results of researcher's with Junaidi Tuha Peut of *Gampong* Kuala Bubon, 8 June, 2022

service communicator at the village.<sup>38</sup> With communication management the *gampong* can find out the needs of the community and implement it into community service activities. Systematic and structured communication activities can be controlled by the presence of management, the division of tasks and responsibilities to the *gampong* is also part of the communication management system. Communication management is an effective way to work together to help the community, the *gampong* can work together to serve the village.<sup>39</sup> The importance of paying attention to communication for *village* that management communication can create efficient and effective communication optimizing the services needed by the community.<sup>40</sup>

The communication management function for the *gampong* can be used as a tool to equalize the opinions of all *gampong* and as a motivation to carry out services to the community. Communication management functions as a supervision of community service activities, therefore communication management is very important for the *gampong*.<sup>41</sup> Apparatus *village* to work according to the rules and help provide solutions to community service barriers that occur.

In serving the community, of course, understanding the needs of the community according to the circumstances *village* of each. Through deliberation in the *gampong* will determine service activities that are in accordance with local wisdom, and the needs needed by the *gampong*. apparatus *gampong* will meet the needs of the community according to local government plans and regulations through the assistance of the Samatiga.<sup>42</sup>

Thus, the *gampong* carries out community service activities following the stages of communication management, in order to facilitate the flow of interaction and sharing of responsibilities among human beings, both between individual *gampong apparatus*, as well as interaction with the community as recipients of community services.

#### **4.3. Application of Communication Management of *Gampong* Apparatus in The Community Services**

The role of *gampong* in the organizational structure of village government in Kuala Bubon Village, Paya Lompat Village, and Pange Village is determined by the relationship between the apparatus and other apparatus, the relationship has a pattern of interaction *gampong* and the flow of information in the communication network. .levels hierarchical,

---

<sup>38</sup>Observations in 2022

<sup>39</sup>Results of researcher's with Rozali *gampong* of Community Pange, dated June 10, 2022

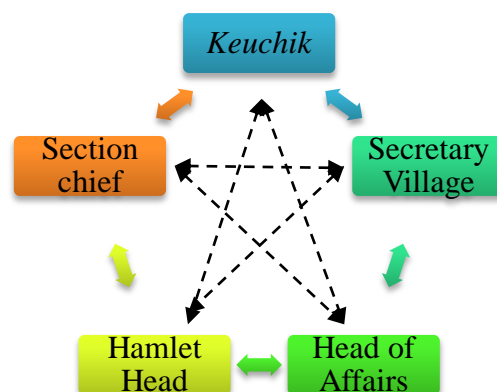
<sup>40</sup>Results of researcher's with Mufril *Tuha Peut* of *Gampong* Paya Lompat, dated May 12, 2022

<sup>41</sup>Results of researcher's with Annasir Pj. *Keuchik* of Paya Lompat, date May 11,2022

<sup>42</sup>Results of researcher's with Gusharni Sub-District Head of Samatiga, date June 9, 2022

communication networks between *gampong* can help provide services to people in need.

## Apparatus Communication Network *Gampong* in Community Services



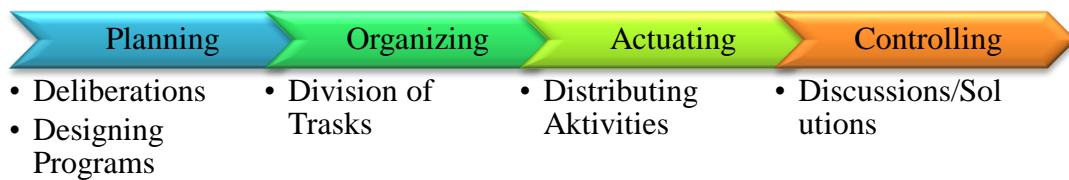
Apparatus *gampong* in the three villages namely Kuala Bubon Village, Paya Lumpat Village, Pange Village, has been implemented by *gampong* apparatus, starting from the planning stage begins with reviewing community needs, then continues with a joint meeting to formulate community needs obtained from proposals or ideas. Apparatus *gampong* participates in planning good service activities and according to existing expertise and facilities. Through joint coordination, service activities can be carried out in a mature manner.

Organizing by determining the implementers of service activities according to the capabilities of the apparatus and local government regulations, so that responsibilities are expected to be carried out properly. Within the scope of village government, it is the village community who are the recipients of services. It is important that the communication process will determine the success of the planned service activities. Communication here is not only concerned with determining solutions and coordination but also accepting responsibility.

The actuality of planning is carried out by distributing tasks to implementing activities according to organization and building harmonious communication with the community as well as using more professional working time. This mastery is a form of feedback from the planning that has been formed by the *gampong*.

Control activities can be carried out by the *village*, both *Keuchik* and *Tuha Peut* as a whole. As a controller of service activities so that planning can run as it should and obtain good results, control activities are an important part.

Communication Management Flow of *Gampong* in Community Service



In the control section, the flow of communication management can maintain service activities according to their axis, if there are service obstacles, the communication cycle returns to the planning phase to find a solution. Planning can be carried out starting from internal discussions of the *gampong* to involving the Samatiga sub-district. apparatus *gampong* to resolve conflicts in the community and problems in service activities, as explained in the sub-chapter Application of Communication Management of *Gampong* in Community Services.

Communication Management Cycle of *Gampong* in Conflict Resolution.

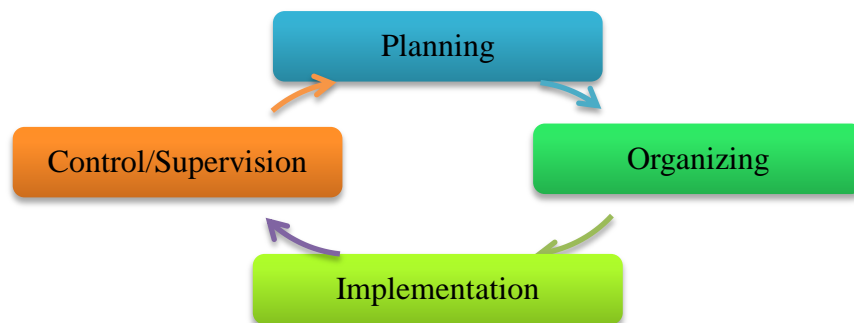


Table 24.

Application of Communication Management in Kuala Bubon Village, Paya Lumpat Village, Pange Village

No.	Management Communication	Management Application Communication		
		Kuala Bubon	Paya Lumpat	Pange
1.	<i>Planing</i>	Apparatus village formulates community needs into activities community service, by deliberation.	Apparatus village accommodates ideas and proposals by holding deliberations.	Apparatus village looks for ideas with community elements, and consult.
2.	<i>Organizing</i>	Service activities are provided according to the expertise of joint	Appoint activity implementers based on expertise and joint decisions.	The task is given to the village by reviewing the performance of the

		decisions.		village and joint decisions.
3.	<i>Aktuating</i>	Service activities are often carried out on Fridays or late afternoons and evenings, after the community has finished their work.	Service activities are provided by picket officers in the morning to evening, and can be carried out at night by village more skilled	Service activities are often carried out during the day to night after the community has finished their work.
4.	<i>Controlling</i>	Discussions are carried out by <i>village</i> at night and are planned in nature.	Spontaneous discussion, conducted by <i>Keuchik</i> or <i>Tuha Peut</i> .	Discussions are carried out when there are reports of service barriers received by the community.

Source. Research Results

## E. Conclusion

The results of research on communication management of gampong apparatus in community services in Samatiga District, West Aceh Regency can be concluded that in general the application of gampong in Samatiga District has carried out management functions, namely planning, organizing, actualizing, and supervising functions as concluded following:

1. Communication management is used to facilitate the *gampong* in designing community service programs in accordance with the laws and regulations and the capacity of the *gampong* to meet the aspirations of the community. Communication management can facilitate the implementation of community service activities because it creates a systematic and structured communication flow so as to provide harmonious interaction between *village* and also interaction between village officials *and* the community in carrying out community service activities.
2. Apparatus *gampong* starts from the planning stage; by accommodating the aspirations of the community as well as inspiration apparatus *gampong* to form policies for the implementation of community service activities, then the organizing stage; apparatus *gampong* has formed policies and selected communicators or implementers of service activities to the community, in the next stage, namely actualization; apparatus *gampong* distributes tasks in the field to implementers of activities according to organization and can be assisted by *gampong* , builds harmonious communication with the community as well as more professional use of working time. As well as the evaluation

stage; used as a controller of community service activities in order to realize the plans that have been formulated either by maintaining community service activities according to the communication flow or looking for solutions by returning to the planning phase.

## Bibliography

### Books:

- A.S. Moenir. 2015. *Manajemen Pelayanan Umum di Indonesia*, Ed. 1, Cet. 11. Jakarta: PT Bumi Aksara.
- Hardiansyah. 2015. *Komunikasi Pelayanan Publik Konsep dan Aplikasi*, Cet. 1 Yogyakarta: Gava Media.
- Nurdin, Ismail. 2019. *Kualitas Pelayanan Publik-Perilaku Aparatur dan Komunikasi Birokrasi dalam Pelayanan Publik*. Surabaya: Media Sahabat Cendekia.
- Kadarisman, Muh. 2018. *Manajemen Aparatur Sipil Negara*, Depok: Rajawali Pers
- Rinawati. 2019. *Pengantar Teori Manajemen Komunikasi dan Organisasi*, Yogyakarta: PT. Pustaka Baru.
- Suprpto, Tommy. 2009. *Pengantar teori & Manajemen Komunikasi*, Yogyakarta: Media Pressindo.

### Journals:

- Azman, A, Komunikasi Pemerintahan Gampong dalam Pencegahan Peredaran dan Penggunaan Narkoba. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 1(2), 2018, : 49-68.
- Bucăța, George & Rizescu, Marius. The Role of Communication in Enhancing Work Effectiveness of an Organization. *Land Forces Academy Review*. Vol 22, (2017): 49-57.
- Hasmawati. Fifi, *Manajemen dalam Komunikasi*, Al-Idarah, 5(6), (2018): 76-86
- Irma. Ade, et al. Communication Management of Islamic Sharia Agency in Applying Women's Islamic Fashion in Banda Aceh. *BIRCI-Journal*. Vol 3, No 1 (2020): 576-587.
- Kirakosyan, Kristine & Danaiata, Doina. Communication Management in Electronic Banking. Better Communication for Better Relationships. *Procedia Social and Behavioral Sciences*. 124. (2014): 361-370.
- Lontaan, H. D., Sondakh, M., & Pasoreh, Y. Komunikasi Pemerintah Tentang Upaya Pencegahan Covid-19 Di Desa Tounelet Kecamatan Kakas. *Acta Diurna Komunikasi*, 3(2) (2021): 1-12.
- Muszynska, Karolina & Marx, Susanne. Communication management practices in international projects in Polish and German higher education institutions. *Procedia Computer Science*. 164, (2019): 329-336.



Nur'aini Muslim, Kinerja Aparat Desa dalam Penyelenggaraan Pemerintahan di Desa Pantai Labu Pekan. *Jurnal Ilmu Pemerintahan dan Sosial politik*, 2(2), 2014,: 99-110.

Rugian, V., Kawengian, D. D., & Harilama, S. H. Fungsi Komunikasi Organisasi Aparat Kelurahan Madidir UNET di Masa Pandemi Covid 19 Dalam Meningkatkan Pelayanan Pada Masyarakat. *Acta Diurna Komunikasi*, 3(2), (2021).: 1-9

Sulaiman, A., Nurdin, H., & Zulyadi, T. (2021). Komunikasi Peningkatan Akreditasi Program Studi. *Jurnal Peurawi: Media Kajian Komunikasi Islam*, 4(1), 61-76.

**Other Data Source:**

<http://agf.or.id/wp-content/uploads/2017/08/Qanun-Lembaga-Adat.pdf>

<https://aceh.tribunnews.com/2022/03/11/sekda-aceh-minta-blm-dana-desa-disalurkan-sebelum-ramadhan>.

<https://peraturan.bpk.go.id/Home/Details/126339/permendagri-no-7-tahun-2008>

<https://peraturan.bpk.go.id/Home/Details/173694/qanun-kab-aceh-barat-no-7-tahun-2019>

<https://peraturan.bpk.go.id/Home/Details/38748/uu-no-25-tahun-2009>

<https://peraturan.bpk.go.id/Home/Details/5617/pp-no-47-tahun-2015>